AMENDMENTS TO THE CLAIMS

1. (Currently amended) A method comprising:

receiving data from a client upon an occurrence of an event, wherein the data comprises a plurality of fields, and wherein the event is selected from a group consisting of installation of hardware at the client, installation of software at the client, detection of a performance problem at the client, and detection of an error at the client;

comparing a subset of the plurality of fields to a plurality of thresholds via a plurality of conditions, wherein the plurality of conditions specify the subset, specify a comparison of the plurality of thresholds to values in subset of the plurality of fields, and specify an associated recommended offering; and

when the plurality of conditions are met by the comparing of the values in the subset of the plurality of fields to the plurality of thresholds, sending the associated recommended offering and an identification of a marketing channel to the client.recommending an offering based on data received from a client and a threshold.

2. (Currently amended) The method of claim 1, wherein the associated recommended offering further comprises an offer for a service.recommending further comprises: comparing the data to the threshold; and

when the comparing satisfies a condition, sending the offering to the client.

3. (Original) The method of claim 1, wherein the data comprises a hardware inventory of the client.

4. (Original) The method of claim 1, wherein the data comprises a software inventory of the client.

5. (Original) The method of claim 1, wherein the data comprises a performance inventory of the client.

6. (Original) The method of claim 1, wherein the data comprises a trend at the client.

7. (Currently amended) An apparatus comprising:

means for receiving an inventory from a client upon an occurrence of an event, wherein the inventory comprises a plurality of fields, and wherein the event is selected from a group consisting of installation of hardware at the client, installation of software at the client, detection of a performance problem at the client, and detection of an error at the client;

means for comparing a subset of the plurality of fields to a plurality of thresholds via a plurality of conditions, wherein the plurality of conditions specify a comparison of the plurality of thresholds to values in the plurality of fields and an associated recommended offering; and

means for sending the associated recommended offering and an identification of a marketing channel to the client when the plurality of conditions are met by the comparing of the values in the subset of the plurality of fields to the plurality of thresholds.selecting an offering based on a plurality of fields in the inventory and a plurality of corresponding thresholds; and

means for sending the offering to the client.

8. (Original) The apparatus of claim 7, further comprising:

means for saving a history of the inventory as the inventory changes over time.

9. (Currently amended) The apparatus of claim 8, wherein the means for comparingselecting further comprises:

means for comparing a plurality of records in the history.

10. (Currently amended) The apparatus of claim 7, wherein the associated recommended offering comprises an offer for a service.

11. (Currently amended) The apparatus of claim 7, wherein the associated recommended offering comprises an offer for hardware.

12. (Currently amended) A ~~signal-bearing~~storage medium encoded with instructions, wherein the instructions when executed comprise:

    receiving inventory data from a client upon an occurrence of an event, wherein the inventory data comprises a plurality of fields, and wherein the event is selected from a group consisting of installation of hardware at the client, installation of software at the client, detection of a performance problem at the client, and detection of an error at the client;

    comparing a subset of the plurality of fields to a plurality of thresholds via a plurality of rules, wherein the plurality of rules specify the subset, specify a comparison of the plurality of thresholds to values in the subset of the plurality of fields, and specify an associated recommended offering;~~the plurality of thresholds, and a plurality of offerings;~~

    sending the associated recommended offering and an identification of a marketing channel to the client when the plurality of rules are met by the comparing of the values in the subset of the plurality of fields to the plurality of thresholds.

    ~~selecting one of the plurality of offerings in response to the comparing; and~~
    ~~sending the one of the plurality of offerings to the client.~~

13. (Currently amended) The ~~signal-bearing~~storage medium of claim 12, further comprising:

    sending an identification of a marketing channel to the client, wherein the marketing channel is to be notified if the associated recommended offering is selected.

14. (Currently amended) The ~~signal-bearing~~storage medium of claim 12, wherein the receiving further comprises:

    periodically receiving updates to the inventory data from the client.

15. (Currently amended) The ~~signal-bearing~~storage medium of claim 12, wherein the receiving further comprises:

saving a history of the inventory data as the inventory data changes over time.~~receiving updates of the inventory data after the occurrence of an event at the client.~~

16. (Currently amended) The ~~signal-bearing~~storage medium of claim 15, wherein the comparing further comprises:

comparing a plurality of records in the history.~~event is selected from a group consisting of: installation of hardware at the client, installation of software at the client, and detection of a performance problem at the client.~~

17. (Currently amended) A server comprising:

a processor; and

a storage device encoded with instructions, wherein the instructions when executed on the processor comprise:

receiving inventory data from a client upon an occurrence of an event, wherein the inventory data comprises a plurality of fields, and wherein the event is selected from a group consisting of installation of hardware at the client, installation of software at the client, detection of a performance problem at the client, and detection of an error at the client,

comparing a subset of the plurality of fields to a plurality of thresholds via a plurality of conditions, wherein the plurality of conditions specify the subset, specify a comparison of the plurality of thresholds to values in the subset of the plurality of fields, and specify an associated recommended offering, and

when the plurality of conditions are met by the comparing of the values in the subset of the plurality of fields to the plurality of thresholds, sending the associated recommended ~~an associated~~ offering and an identification of a marketing channel to the client.

18. (Original) The server of claim 17, wherein the subset, the plurality of the thresholds, and the plurality of conditions are specified by a rule that is interpreted by the instructions.

19. (Original) The server of claim 17, wherein the subset, the plurality of the thresholds, and the plurality of conditions are specified by a table that is accessed by the instructions.

20. (Currently amended) The server of claim 17, wherein marketing channel is to be notified when the associated recommended offering is selected at the client.

21. (Original) The server of claim 17, wherein the receiving further comprises:
     periodically receiving updates of the inventory data from the client.